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**MEDIA ADVISORY**

**Governor Scott Walker Declares October 22, 2014, SmileSafe™ Day in Wisconsin**

Gov. Scott Walker has issued a proclamation declaring Wednesday, Oct. 22, 2014, SmileSafe Day in Wisconsin. This day of recognition celebrates the partnership between Lifetouch and the National Center for Missing and Exploited Children in providing SmileSafe photo ID cards to help parents and law enforcement obtain a current school picture if a child goes missing. SmileSafe Day also marks the launch of the Lifetouch SmileSafe National Safety Program, which makes electronic and paper ID cards and resources for online safety readily available to families with children in elementary school, middle school and high school. Since its inception, SmileSafe photo ID cards have aided the safe return of children in 24 states.

Each card carries a current portrait of the child along with the phone number for the National Center and unique access codes for portrait retrieval. When the Center receives a call, it contacts the Lifetouch Rapid Response team that in turn forwards a current photograph to law enforcement, 24/7.

During the last decade, approximately 400 million SmileSafe photo ID cards have been provided nationwide with approximately 10,219,000 distributed in Wisconsin. These cards are given free of charge to families with children in schools where Lifetouch offers photography services, regardless of a portrait purchase.

Wisconsin joins more than a dozen other states in recognizing SmileSafe Day, encouraging families to learn more about this important resource. More information about the SmileSafe photo ID card and the Lifetouch National Safety program is available at [smilesafe.com](http://smilesafe.com).

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**About Lifetouch - update**

Celebrating nearly 80 years of smiles, Lifetouch is an employee-owned photography company. Best known for the tradition of school pictures, Lifetouch also photographs graduating seniors, sports, and events and produces school yearbooks and memory books. Lifetouch operates retail studios across the country and provides portraiture and pictorial directory services for houses of worship. Learn more about Lifetouch at [lifetouch.com](http://lifetouch.com).



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LINK

Public Service Message from Chair of the National Center for Missing and Exploited Children -

<http://youtu.be/To4TKIST3ak>